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PUERTO RICO CONVENTION BUREAU “POPS THE QUESTION” TO MEETING PLANNERS THROUGH DYNAMIC ELECTRONIC PROMOTION

-- Direct E-mail Campaign Highlights Center & Puerto Rico as Meetings Destination --

SAN JUAN, December 12, 2007 – The Puerto Rico Convention Bureau recently “popped the question” to meeting planners with the launch of its direct marketing promotional campaign on behalf of the Puerto Rico Convention Center for 2007-2008.

As the first direct mail campaign developed by the Puerto Rico Convention Bureau in a sweepstakes format the *“Puerto Rico Pop Quiz”*, a web-based e-mail promotion distributed to a database of nearly 35,000 meeting planners in the U.S. and around the globe, invites participants to take a brief quiz that includes three true-false questions about the new Puerto Rico Convention Center and Puerto Rico. Following the quiz, participants obtain answers and have the opportunity to enter a sweepstakes to win an iPod Nano that will come fully-loaded with images and video footage of Puerto Rico. Qualified meeting planners can also enter the sweepstakes by visiting www.prconvention.com.

The promotion, which will continue with two additional e-mail distributions to planners during the course of the year, received more than 334 hits on its first day, with 182 qualified entries received for the first phase of the campaign to-date. These entries are then used as a lead to generate group bookings for Puerto Rico.

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Puerto Rico Pop Quiz.../2

“The Puerto Rico Pop Quiz promotion reaches out to individuals who greatly influence where a meeting or convention takes place,” stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau. “In addition to educating planners about Puerto Rico as a meetings destination, the electronic prizes stress the message that we are a ‘Techno-Tropic’ destination.”

In the first Puerto Rico Pop Quiz, True-False questions include: The Puerto Rico Convention Center is the largest and most technologically-advanced in the Caribbean; The Island of Puerto Rico is a U.S. territory, so no passport is required for US citizens to visit; and The Ballroom in the Puerto Rico Convention Center is the most grand in the Caribbean. (All answers are true.)

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Editor's Note:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$125 million to the local economy. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also been awarded accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com.